

# NIAAA Education Campaign on Alcoholism

A national public service education campaign is underway to emphasize the high cost of alcohol abuse in death, wasted lives, and tragedy. This unprecedented effort to inform the public of the serious problems associated with everyday misuse of alcohol is being conducted by the National Institute on Alcohol Abuse and Alcoholism, Health Services and Mental Health Administration.

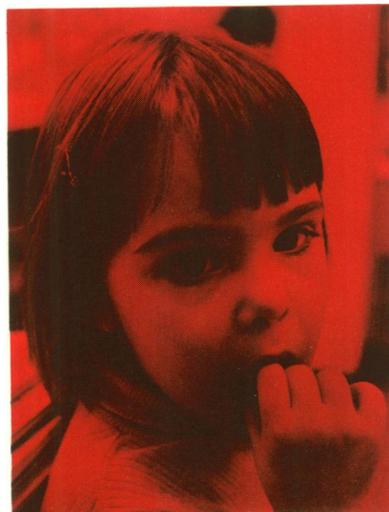
The campaign includes newspaper advertisements, television and radio spot announcements, posters, and other materials. An educational program, aimed primarily at young people, focuses on the peculiar properties of ethyl alcohol (the drug used in beverages), of its effects on the body, and the hazards of its misuse. This program includes publications and films on the problems of alcohol abuse and the development of curriculum guidelines for alcohol education in schools.

According to Dr. Morris E. Chafetz, Director of the NIAAA, "The central message of the campaign is that, while responsible use of alcoholic beverages is accepted in our society, the abuse of alcohol is unacceptable. We are not telling people to drink or not to drink. That is a personal, private decision. What we are saying is that if one chooses to drink, he has a responsibility not to destroy himself or society. This in its broadest sense is responsible drinking."

The campaign is also stressing that a person's decision not to drink should be respected, and people who serve alcohol to others should recognize their responsibility for the consequences.

The NIAAA reports that an estimated 9 million persons in the United States have drinking problems, and that about 100,000 new cases of alcoholism occur yearly. More than 25,000 Americans are killed annually in highway accidents involving alcohol, and the drug plays a part in thousands of other accidental deaths.

*Cover*—Children receive the largest percentage of the services given at neighborhood health centers of the District of Columbia's Department of Human Resources. D.C.'s new pediatric nurse practitioners will increase the supply of quality services available for children. The program is described in an article beginning on page 387. Photo by Norman Tavan



# HEALTH SERVICES Reports

Formerly PUBLIC HEALTH REPORTS • Published Since 1878  
MAY 1972 VOL. 87 NO. 5

## FEATURES

	Page
D.C.'s new pediatric nurse practitioners, <i>Raymond L. Standard and Helen Easley</i> _____	387
New era in VD control, <i>Vernon E. Wilson</i> _____	392
Survey of VD knowledge among young people, <i>John A. Yacenda</i> _____	394
A prospective for health manpower planning, <i>Daniel J. Schneider and Robert Bilgrad</i> _____	399

## APHA SUMMARIES—A SPECIAL SECTION 406

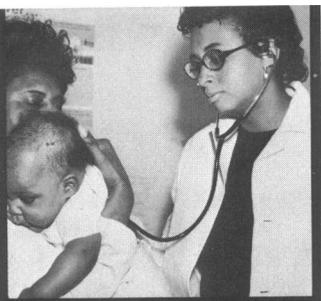
Development of HMO's—concepts and benefits _____	407
HMO's—A strategy for the 1970's _____	408
Center's short-term training ups number of statisticians _____	408
Evaluation of NIMH-funded drug abuse programs _____	409
State Hill-Burton agencies changing their functions _____	410
Methadone programs of no value for soldiers on active duty _____	411
Asymptomatic male carriers found among gonorrhea contacts _____	411
Pediatric clinic services enhanced by triage system _____	412
Environmental health future lies in a broadened base _____	412
What we need is grade A, super special health _____	413
Drug abuse survey made in six N.J. high schools _____	414
To improve delivery of care you need definitive data _____	417
Four options are suggested to constrain hospital costs _____	418
Liberal State abortion laws affect maternal mortality _____	419
Pornography is an issue for public health _____	421
Planners of health programs find public apathy barrier _____	422
Midwife services introduced in prepaid group practice _____	423
Innovative counseling aids county employees _____	423
National health security is needed now—UAWA _____	425
Researchers investigate mercury in human tissues _____	426
MD describes an alternative to national health insurance _____	426
Care for all and local control are free clinics' hallmarks _____	427
20-year survey shows health cases on appellate level up 190 percent _____	428
Alcoholism legislation opens the door _____	428
Public hospitals bear onus of private hospital "rejects" _____	430

U.S. Department of Health, Education, and Welfare  
Elliot L. Richardson, Secretary  
Merlin K. DuVal, Jr., M.D., Assistant Secretary for Health and Scientific Affairs  
Health Services and Mental Health Administration  
Dr. Vernon E. Wilson, Administrator

Health Services Reports  
Managing Director, Gerald N. Kurtz, Acting Assistant Administrator for Information, Office of Information, Health Services and Mental Health Administration  
Marian K. Priest, Editor  
Esther C. Gould, Assistant Executive Editor

Opinions expressed are the authors' and do not necessarily reflect the views of Health Services Reports of the Health Services and Mental Health Administration. Trade names are used for identification only and do not represent an endorsement by the Health Services and Mental Health Administration. Address correspondence to: Editor, Health Services Reports Room 4A-54, Parklawn Building 5600 Fishers Lane Rockville, Md. 20852 Telephone: Area code 301-443-2525

387



432



456

